

Rep Order# 6841060 Ver# 1 Status New Traffic Order# Printed: 08/13/2012 12:14 PM 1 of 4

EC'd Yes Last Received: 08/13/2012 8:59 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () MENTZER MEDIA Rep Firm
Advertiser () AM.FOR PROSPERITY 600 FAIRMONT AVE, S#306 Sales Office () PHILADELPHIA
Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 303 Agency C/P1/P2/E //303
Buyer STEPHANIE KOHLBAUER Flight Dates 08/15/2012 - 08/21/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

-- CONTRACT COMMENT --

CLIENT: AMERICANS FOR PROSPERITY SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$50,400
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	9A-10A		:30	\$500.00	08/15-08/17	3	1	3	\$1,500.00	
				Buyline Comment: TODAY SHOW 2								
	2	W-F	11A-12P		:30	\$150.00	08/15-08/17	6	1	6	\$900.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	3	W-F	12P-1P		:30	\$250.00	08/15-08/17	6	1	6	\$1,500.00	
				Buyline Comment: NOON NEWS								
	4	W-F	530P-6P		:30	\$1,500.00	08/15-08/17	3	1	3	\$4,500.00	
				Buyline Comment: 530PM NEWS								
	5	W-F	6P-630P		:30	\$1,800.00	08/15-08/17	2	1	2	\$3,600.00	
				Buyline Comment: 6PM NEWS								
	6	W-F	11P-1135P		:30	\$1,800.00	08/15-08/17	5	1	5	\$9,000.00	
				Buyline Comment: LATE NEWS								
	7	W-F	1135P-1235A		:30	\$400.00	08/15-08/17	3	1	3	\$1,200.00	
				Buyline Comment: TONIGHT SHOW								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	SU	1130P-12A		:30	\$300.00	08/19-08/19	2	1	2	\$600.00	
	Buyline Comment: INSIDER WEEKEND											
	20	M-TU	9A-10A		:30	\$500.00	08/20-08/21	2	1	2	\$1,000.00	
	Buyline Comment: TODAY SHOW 2											
	21	M-TU	11A-12P		:30	\$150.00	08/20-08/21	4	1	4	\$600.00	
	Buyline Comment: HAMPTON ROADS SHOW											
	22	M-TU	12P-1P		:30	\$250.00	08/20-08/21	4	1	4	\$1,000.00	
	Buyline Comment: NOON NEWS											
	23	M-TU	530P-6P		:30	\$1,500.00	08/20-08/21	2	1	2	\$3,000.00	
	Buyline Comment: 530PM NEWS											
	24	M-TU	6P-630P		:30	\$1,800.00	08/20-08/21	2	1	2	\$3,600.00	
	Buyline Comment: 6PM NEWS											
	25	M-TU	11P-1135P		:30	\$1,800.00	08/20-08/21	4	1	4	\$7,200.00	
	Buyline Comment: LATE NEWS											
	26	M-TU	1135P-1235A		:30	\$400.00	08/20-08/21	2	1	2	\$800.00	
	Buyline Comment: TONIGHT SHOW											

---REPORT TOTALS---

Report Totals: 67 / \$50,400.00

---SALES MONTHLY TOTALS---

Aug 12: 67 / \$50,400.00

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Product AMER. FOR PROSPERITY
Estimate# 303
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //303
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sales Totals: 67 / \$50,400.00
Station Totals: 67 / \$50,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$144,000	CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 5%	WVEC 38%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA50+

-- CREDIT RISK ---

CASH IN ADVANCE